



## Sue Archbold: Influencing the decision makers..

- Sue is Coordinator of CIICA, originally teacher of the deaf and coordinator of the first pediatric CI programme in UK.
- She has published widely on real-life outcomes from CI for both adults and children
- With Brian Lamb, she has produced reports and resources used globally to influence public health decisions on CI
- “restricted accessibility (of CI) to countries other than those in high-income groups- with considerable variation even within these.” (WRH, 179)

# Priorities wherever you are, whether children or adults

We see diversity of provision including in high-income countries but some shared priorities:

- Increased awareness and equity of access
- Joined up quality services
- Provision of bilaterals
- Long term services- what is needed for life-long support?
  - Rehabilitation and programming
  - Personal support and information
  - Managing the technology, including upgrades, and failures

**This means commitment to funding for  
implantation AND lifelong services**

See [www.bcig.org.uk](http://www.bcig.org.uk) for examples of increasing numbers to be maintained... and financed...

# Who makes the finance decisions in your country/ region?

- We need to know who they are and get to them
- Advocacy and user groups can do that
- There are many examples online here of people who DO know!
- Accessing governments and politicians..... Using Spend2Save in Sweden, Italy, Spain, Belgium, Germany for example; approaches to governments in USA and Australia
- Eddie Muukaya and his group: the Ugandan government waived taxes on hearing technologies....



# Challenges wherever you are about CI even in high- income countries

- Little understanding of the impact of deafness and hearing loss and CI
- Challenges of funding: even more challenges after the pandemic and other priorities for funding
- The published evidence is not easy to understand for decision makers
- Not enough real-life evidence of benefit or of what works
- The long term need for services is not understood or funded
- The perception that CI is expensive and even more expensive if you look at long term provision .....
- **Therefore – We need to make our message clear that CI is both cost-effective and changes lives**

I have no idea what she is talking about.....

# Tools for change...

World Report on Hearing, WHO

Spend2save documents

Dementia document


Our summaries of the evidence

Global standards of care

BRIEFING PAPER

## Hearing Care, cognitive decline and dementia: A public health challenge, or an opportunity for healthy ageing?

Brian Lamb *MB* and Sue Archibald *PhD*



www.earfoundation.org.uk

The Ear Foundation®


ADULT CI ADVOCACY BRIEFING

## ADULT COCHLEAR IMPLANT ADVOCACY:

### Implications of the World Report on Hearing, 2021

44 Cochlear Implant is one of the most successful of all neural prostheses developed to date (WHO, page 100)

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CHILD CI ADVOCACY BRIEFING

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World Health Organization

## WORLD REPORT ON HEARING




EURO-CIU BRIEFING

## GLOBAL GUIDELINES ON STANDARDS OF CARE FOR ADULT COCHLEAR IMPLANTATION

In every country access to cochlear implantation (CI) for adults with severe or profound hearing loss is low. Globally, it is estimated that only one in twenty who could benefit from cochlear implants have one. Most other health treatments have internationally accepted standards of care that inform patients and health care practitioners about when specialist referrals and treatment options should be considered.

This is a gap in the field of adult cochlear implantation that is addressed by a new publication titled "International Consensus Paper on Adult Cochlear Implantation".

These International Consensus Statements represent the first step toward the development of international guidelines on best practices for cochlear implantation in adults.



SUMMARY

## Spend2Save: Investing in hearing technology improves lives and saves society money

### Adult Hearing Loss: Europe's growing challenge

Hearing loss is one of the most challenging health and social issues facing Europe. Globally, the resolution of the World Health Organization (2014, see 2017) called for countries to integrate strategies for hearing care into health care systems and for greater access to hearing and communication technologies. Communication defines us and underlies our ability to function in the world, to relate to family, friends and partners, have a job, lead productive lives and maintain our health and wellbeing through social connections.

Hearing loss robs us of the ability to communicate and therefore impacts on every facet of life. Yet its impact often goes unnoticed and unaddressed.

- 22 million people across Europe have hearing loss and this number is growing (EFHC 2016, 2018, AEA 2017, ERM 2017)
- Hearing Loss is the number one cause of Years Lost to Disability in those over 70 in Western Europe (Jave 2018)
- Those with severe hearing loss are at five times the risk of developing dementia as those with normal hearing (Jave 2018, 2019)
- Mid-life hearing loss may account for up to 8.1% of preventable dementia cases world-wide and is potentially a modifiable risk factor (Luvigton et al 2018)
- In older age people with hearing loss are at greater risk of social isolation and reduced mental well-being (Jave 2006, 2008, 2018; Peters-Fauer et al 2018)
- Older people with hearing loss are two and half times more likely to experience depression than those without hearing loss (Jave 2018) and are also at increased risk of major depression (Jave et al 2018; Jave 2019)
- Social isolation has an effect on health (Jave 2018) and in older people there is a strong correlation between hearing loss and cognitive decline (Lu 2018), mental illness and dementia (Lu 2011, 2012) and premature death (Jave 2014, 2006, 2018)

"...you lose self-esteem, you don't want to risk, anything like this because that's what deathless does to you."

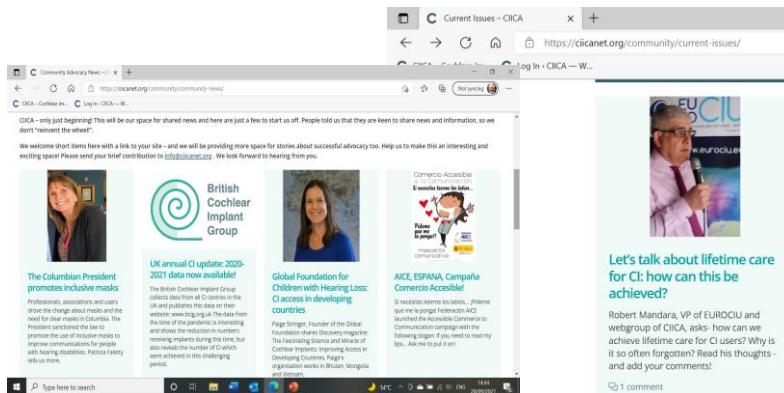
"No social life. Feelings of isolation. Frustration. Unable to mix even with family."

"That was actually quite frightening. I was literally going to deal that I wouldn't be able to work properly. Adult with hearing loss."



# Sharing your stories on the website:

News Headlines  
Our stories  
Advocacy News  
Events  
Current Issues



**NEW: CIICA Conversations**

The first led by Anita Grover , CI user and CEO of AVUK



**First Topic: The impact of the Pandemic on CI Services**

**Numbers strictly limited: Wed 20 October**

**More to come... A chance to talk and share for one hour on specific topics**



# A new resource coming with key messages from CIICA for you to use in your media work and press releases for our common goal.....



Hearing loss has greater impact than realized on individuals and society and its growing

We have the technologies to help: including CI

We have the evidence of benefit, including cost effectiveness

The earlier the better: Screening evidence from WHO

Never too old to benefit  
Two ears are better than one

Rehabilitation and life-long services, including upgrades, are vital and must be funded

CI must be integrated into plans for ear and hearing care across the life-course

We have a responsibility to develop quality services and get them funded